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BROOKLYN ADVERTISEMENTS.

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FREDERICK LOESER & CO.





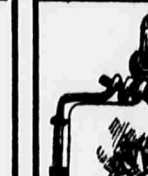
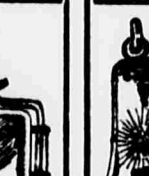
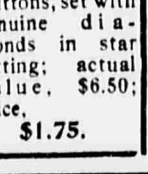


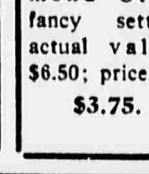

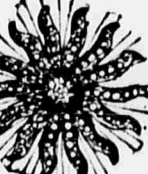


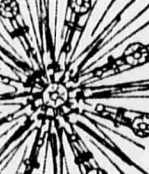
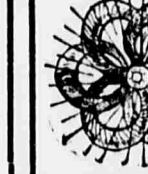
BROOKLYN ADVERTISEMENTS.

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BY FREDERICK LOESER & CO.

The Diamond, Jewelry and Watch House of America

The selection of Xmas gifts must soon occupy your attention. Why not attend to them now, while the assortment is complete and salesmen can give you proper attention? Our reputation is established for having the largest stock of Diamonds, Watches and Jewelry, at lower prices, than other jewelry or department stores in America. If you so desire, you may select any article you wish, and we will reserve it for you until the holidays.

 Solid Gold Link Brooch, set with genuine diamonds in star setting; actual value, \$6.50; price, \$1.75.	 Solid Gold Heart Locket, set with large size diamond; actual value \$15; price, \$5.75.	 Solid Gold Knot Scarf Pin, set with genuine diamond, \$2.00.	 Genuine Diamond Stud, fancy setting, actual value, \$6.50; price, \$3.75.	 Solid Gold Locket, set with genuine diamond in star setting, actual value, \$15.00; price, \$4.75.	 Solid Gold Cigar Cutter, set with a genuine diamond (no chip), \$4.00.
 Solid Gold Brooch, set with 45 Oriental pearls and 1 genuine diamond, actual value \$25.00; price \$10.75.	 Enamelled Solid Gold Brooch or Pendant, set with 1 large and brilliant diamonds, actual value \$50.00; price, \$14.75.	 Solid Gold Brooch or Pendant, set with large and brilliant diamonds, actual value, \$60.00; price, \$26.50.	 Solid Gold Coll Pin, heavily carved, set with large diamond, value \$25.00; price, \$9.75.	 Solid Gold Brooch or Pendant, in shape of a heart, set with 95 Oriental pearls; price, \$8.75.	
 Solid Gold Ring, for ladies, set with genuine diamond, actual value, \$16.00; price, \$6.50.	 Hoop Ring, set with five perfect diamonds, actual value, \$50.00; price, \$21.50.	 Solid Gold Snake Ring, head set with genuine diamond and ruby, actual value, \$8.50; price, \$4.75.	 Solid Gold Ring, 2 perfect and white diamonds, actual value, \$25.00; price, \$8.75.	 Men's Gypsy Ring, heavily carved and set with two large and brilliant diamonds, and emerald or ruby centre, actual value, \$25.00; price, \$8.75.	

 14-karat gold-filled case, American movement; price, \$6.75. Warranted 10 years.	 Solid Gold case, American movement; price, \$15.75.	 Solid gold case, with jeweled movement; price, \$9.75.	 Solid gold Watch and Pin, fine jeweled movement, \$8.75.
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OPEN EVENINGS UNTIL 9:00

MAIL ORDERS PROMPTLY AND ACCURATELY FILLED.

M. Straus

ESTABLISHED 1876

Manufacturing Jeweller and Silversmith,
409 & 411 FULTON STREET, BROOKLYN,
Opposite Boerum Place, near City Hall.

OPEN SATURDAY EVENING UNTIL 10:30

COTTON CROP'S WORST ENEMY

CAN'T BE DEFEATED, BUT MAY YET BE DODGED.

Fungus Growth Cost the Texas Planters \$2,000,000 Last Season, or the Crop Would Have Been a Bumper—Federal Investigation After Immune Seed.

It is estimated by those who should know that one of the great families of fungi, insignificant in itself, but so far invincible because of its infinite number and prodigious power of reproduction, cost the planters of Texas \$2,000,000 by its destruction of cotton plants last season.

Notwithstanding this immense reduction, it is figured that the season's crop in Texas will net 2,500,000 bales of an average value of \$45 to \$50 a bale. That is an increase of some 200,000 bales over the previous season's yield. So, on the whole, the planters are not complaining, although the cotton disease, which is known as root rot, was worse than usual this season.

The United States Government has now gone earnestly to work to prevent such injury in future. The work is being conducted by Dr. C. L. Shear, pathologist of the Bureau of Plant Industry in the Department of Agriculture at Washington, D. C. This year has been almost entirely devoted by Dr. Shear to study of the character, habits and modes of reproduction of the destructive fungus, and to experiments in the field as to the most effective means of attack.

The season for effective outdoor work being over, Dr. Shear has obtained a research scholarship in the New York Botanical Garden and will spend at least a month in the laboratories there in the study of the fungi and comparison of data with the garden specialists in like lines of research.

The fungus which is responsible for the blight to Texas cotton is a parasite that

confines its attacks to the roots of the plant. The absorbent rifices of the roots are quickly destroyed and the plant is practically starved in the midst of abundance. The first intimation the most careful planter has of the troubles of his plants is when they succumb as suddenly as if blasted by fire. They are then beyond hope of recovery.

Dr. Shear's investigations disclose that no period in the growth of the cotton frees the plant from danger of attack. Affected plants scarcely six inches high may be found in June, while other plants are attacked in late September when their product is fully matured and its mercantile value cannot be impaired.

Nor does the character of the soil of the cotton lands seem to have any effect in the development of the disease, although it is the general impression that it is rather more prevalent in what is known as the black lands, where the soil is a dark loam. New lands previously unbroken usually prove exempt from the disease for two seasons, and sometimes, although rarely, for a third; but this is the limit. The disease itself has existed in the cotton lands in greater or lesser degree for years.

Dr. Shear's experiments have been conducted on three distinct lines. First he tried the application of fungicides, but no results promising effectual remedy were attained. The second and effectual mode of attack he discovered is by rotation of crops, the grass family affording the best material for such rotation, but sorghum and corn being the most profitable.

This remedy is a slow one and must be persevered in for three or four years to be effectual. Nor is it permanent. The last and most promising field of experiment is in careful selection of seed from cotton plants which appear to be immune to the disease until a strain of seed known to be immune is secured. Quantities of such seed were selected by Dr. Shear, but these seeds will have to be tested next year to see if their immunity is a persistent quality.

If it proves so, the final extermination of the disease lies in the hands of the planters themselves and depends solely upon care in the selection of seed.

Pianos HAZELTON KRAKAUER ANDERSON

We are doing just the very thing you have so often dismissed from your mind, namely:

"IT IS IMPOSSIBLE TO BUY A PIANO FOR A CHRISTMAS PRESENT WITH THE SMALL AMOUNT OF MONEY THAT I HAVE."

YOU CAN. Our ideal Christmas offer is so easy to meet that it is hardly noticeable when you remove it from your pocket book.

Send for SANTA CLAUS letter and booklet No. 7 on "Charge Accounts and Payments." They will surprise you. So will the

Apollo
MASTER PIANO PLAYER.
Anderson & Co.
370 FULTON STREET,
Near Smith St., Brooklyn.
Open Saturday Evenings.

Frederick Loeser & Co.



In Every Detail The Leading Retail Establishment of Brooklyn.

The Christmas Toys.

The Largest and Finest Showing of Toys and Dolls in the Largest and Best Basement in Greater New York.

7 Entrances and Exits Directly From the Street 7
An unprecedented display of practical Toys—every one made to last. There is not a poorly made Toy in the whole Store, and by our tremendous buying the prices will be lower than ever before.

Every good Toy worth buying is here. The assortments are complete; in fact, you never before saw so many Toys under one roof, for we have devoted three times the usual space to Toys. No matter how large the Holiday crowds, there will be plenty of room to look and buy. The aisles are very wide—and plenty of them. All the different Toys are classified and in separate sections, making choosing easy.

We cannot commence to describe the wonderful new things. The Toy makers of the world have outdone themselves. They have made more new and original Toys, better made Toys, more practical Toys than ever before. See the wonderful Electric Railway in full operation.

Doll Jewelry. Mechanical Toys. Hill Climbers. Stores. Laundries. Horses. Cutters. Sleighs. Slides. Pianos. Dolls of every description. Engines of all kinds. Animals of all kinds. Soldiers and Drums. Boats. Railroads. Furniture. Dishes. Magic Lanterns. Wagons. Push Carts. Games. Rubber Toys. Games.

We want you to shop as much as you like. We invite the fullest comparison. Buy Toys from us as you do any other merchandise—expect to get the very best possible values for what you pay for inferior goods elsewhere. You will find everything here exactly as we represent it.

The Whole Store Is Now in Holiday Dress.

The principal attractions are now completed—The wide aisles—the enlarged departments—the great big basement with its innumerable exits. All these improvements will not alone make your Christmas shopping at Loeser's more convenient, but a pleasure.

To-morrow will be a great holiday sale throughout the store. Select the exclusive things now. The prices are the very lowest the Loeser high grade merchandise can be sold for. Come and see the Great Toy Show and finest assortments of Holiday Goods we have ever shown.

Annual Sale of Carpets.

Clearing up of the Odds and Ends at a Fraction of Their Regular Prices.

ANNUAL CLEAN-UP.
This is one of the most important events in our carpet business. It really saves you many dollars on any small room or space you may have to carpet. Thanksgiving practically ends the fall carpet season and everything points to the preparation for spring. Our first move is to clear up all the odds and ends, remnants and patterns that will not be made again. We offer these to-morrow at a fraction of their regular prices—some less than half regular. Alert buyers will bring the size of their rooms with them.

28c yard for regular 45c to 75c yard Ingrain carpets.
47c yard for regular 65c to 90c yard Tapestry Brussels.
78c yard for regular \$1.10 to \$1.75 Axminsters, Wilton velvet and body Brussels carpets.
98c and \$1.20 yard for regular \$2.75 and \$3.00 Royal Wilton carpets.

Odd rolls and remnants of matings at half regular yard prices.

Regular 25c yard at 12 1/2c yard
" 30c " " 15c "
" 35c " " 17 1/2c "
" 40c " " 20c "
" 60c " " 30c "

Portieres, Couch and Table Covers.

An Extraordinary Sale at About Half Regular Prices.

THIS SALE, coming at the height of the season, should crowd the upholstery store with eager buyers, to-morrow. Read the remarkable offerings.

100 pairs heavy quality Verona Velour reversible Portieres, lined with silk, finished mercerized armures, solid colors each side, in combinations of red and blue green, rose and blue, red and blue, emerald green and red, myrtle green and red, and other combinations, at \$11.98 pair, regular value \$20.00 pair.
100 reversible Oriental Tapestry Couch Covers, 50 and 60 inches wide, all good colorings, \$2.98 each, regular \$4.50 and \$5.50 each.

A large lot Verona Velour Table Covers, 6-4 and 8-4 sizes, in red and green colorings, at less than half prices. Now, 6-4 size, \$1.98 each, regular \$4.50; now, 8-4 size, \$2.98 each, regular \$6.75.

200 odd half pairs Portieres, including mercerized tapestry borders, &c., \$1.39 each, regular values to \$8.00 pair.

Desirable Lace Curtains Also at Greatly Reduced Prices.

350 PAIRS WHITE IRISH POINT LACE CURTAINS—
\$2.98 \$3.65 \$4.85 \$6.45 \$8.95 pair
Regular to \$4.50 \$5.50 \$6.75 \$9.00 \$13.75 pair

WHITE NOTTINGHAM LACE CURTAINS—

Regular to \$1.58 \$1.89 \$2.35 and \$2.95 pair
\$2.00 \$2.75 \$3.00 and \$4.00 pair
100 pairs American Arab Lace Curtains in 3 special price lots. Now, \$4.45, \$5.65 and \$6.95 pair.

House Coats, Bath Robes, Scarfs and Suspenders.

(Men's Entrance, 2nd Floor.)
HOUSE COATS.
Regular \$4.95, Monday \$2.50; Regular \$6.00, Monday \$4.95; Regular \$10.50, Monday \$7.45.

The house coat is one of the very best Christmas presents you can make a man. Therefore why not take advantage of this Monday sale? There are many special styles, exclusive designs, choice patterns, to be picked out by early comers that will not be obtainable later. The Loeser house coats look better, are better and stay better than the special Holiday kind, and cost less for quality.

There is a combination of style and comfortableness about Loeser Blanket Bath Robes that is not known elsewhere. Austrian Blankets in beautiful novelty effect, made in robes of the most desired kind.

REGULAR \$3.95 Robes at \$2.95.
\$4.95 " at \$3.45.

Then there's Robes up at easy steps to \$16.50 each.
MEN'S ALL SILK 50C BARATHEA SCARFS AT HALF PRICE—The past two Mondays we have had the biggest sales of high class 50c scarfs at just half the price that Brooklyn ever knew. To-morrow we again duplicate our past offerings, but with larger assortment in patterns and colorings. Actual, positive 50c Scarfs at 25c. The 2-inch four-in-hand.

MEN'S 50C ELASTIC SUSPENDERS, 25c.—We've not had this make of suspenders to offer at half price for a long time, but each time previously they've been offered the supply was exhausted that day. For to-morrow there's 300 pairs of the best elastic web suspenders that were 50c, go at 25c. Made by a maker who makes many of our 50c suspenders from ends of webbing, where not enough to make a full dozen of each pattern. Your gain, his loss. Profit by it Monday. Half price, 25c.

Men's Sack Suits,

Made to Measure,

\$20.00

(2nd Floor Entrance.)

Suitings are the kind which are usually found in \$25.00, \$30.00 and \$35.00 Suits.

Again we make this most unusual and economical tailoring offer. There is a fine line of fancy chevrons and worsteds in a desirable assortment of patterns to choose from. Our organization for making and designing is as near perfection as is possible. The very best cutters are employed, the most skilled workmen construct them, and all the materials are shrunken and stitched into permanent shapeliness. The very best linings and trimmings are a feature of all our tailorings. These Suits at \$20.00 will be made in the latest single breasted style and in every way the best we know how.

Over 42 Chest Measure \$5.00 extra.

Women's Ready to Wear Suits.

Special \$25.00 To-morrow,

Regular Value \$37.50 to \$40.00.

A manufacturer—one of the very best—made up for us, from odd lengths of cloths, about fifty suits in chevrons, fancy mixtures and novelty effects. The coats are mostly the new, long walking styles; a few have the new cape effect over shoulder, finished with fancy combination collars; all coats taffeta lined; the skirts are mostly nine-gored and strictly men tailored; in the ordinary way they would be good value at \$37.50 to \$40; special \$25.00.

Men's Winter Overcoats,

\$10.50 and \$15.00.

Chesterfield Coats, 46 inches in length, conservative style. Easy fitting garments that have plenty of warmth and good style; they are lined with mohair serge and the sleeves are lined with satin. The fabric is a strictly all wool oxford coating, firm in texture, and will give splendid service. No better overcoat value offered anywhere. Sizes 34 to 46, \$10.50, including stouts and longs.

CHESTERFIELD OVERCOATS, 44 and 46 in. length, made in the conservative style. Broad, well-shaped shoulders, snugly fitting collar. They are properly balanced and draped gracefully from shoulders. The shoulders are lined with satin and the body with either fancy worsted suiting or black diagonal. The material is a fine Oxford coating, sizes 34 to 44, including stouts and longs, \$15.00.

Six Hundred Smyrna Rugs

1-3 to 1-4 Under Price.

(Third Floor.)
These Smyrna rugs are at a fraction of their value—they are all wool and as heavy as any made—all showing a wide range of Oriental effects.

21x42 " \$4.10, regular \$1.65
26x54 " \$1.55, " \$2.35
30x60 " \$1.85, " \$2.75
36x72 " \$2.70, " \$4.15

Also 66 choice Shervan rugs at \$17.75, value up to \$24.50, and a large line of Oriental carpets, including Persian, Turkish and East Indian weaves, at 1-3 to 1-4 off regular prices.